



this is
your business



THE STORY OF
SASKATCHEWAN'S CROWN CORPORATIONS



Hon. C. M. Fines



Hon. W. S. Lloyd



Hon. J. T. Douglas



Hon. J. H. Brockelbank



Hon. J. A. Darling



Hon. A. G. Kuziak

Hon. C. M. Fines, Chairman, Government Finance Office; Chairman, Saskatchewan Government Insurance Office; Chairman, Saskatchewan Guarantee and Fidelity Company Limited; Chairman, Saskatchewan Government Printing Company.

Hon. W. S. Lloyd, Director, Government Finance Office.

Hon. J. A. Darling, Chairman, Saskatchewan Power Corporation.

Hon. J. H. Brockelbank, Minister in Charge of Saskatchewan Forest Products, Saskatchewan Government Airways, Saskatchewan Marketing Services.

Hon. J. T. Douglas, Chairman, Saskatchewan Transportation Company.

Hon. A. G. Kuziak, Chairman, Saskatchewan Minerals; Chairman, Saskatchewan Government Telephones.

THIS IS *YOUR* BUSINESS



Brick Plant — Estevan

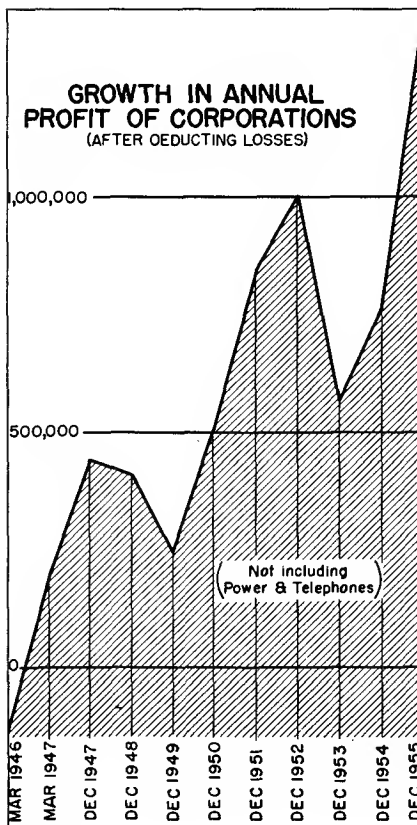
Since the establishment of Saskatchewan as a province in 1905, the growth of industry has been slow. The experience of the '30's made it abundantly clear that there was an urgent need to do everything possible to increase the flow of capital into industrial development for diversifying the one-sided economy and providing new job opportunities.

In 1945, the government invested in a small number of Crown corporations to indicate its faith in the possibilities of effective investment in Saskatchewan. The Crown corporation is the common form in which governments around the world conduct commercial operations. The Canadian government has many Crown corporations while in Britain they operate on a large scale.

The Government Finance Office is the agency through which all investments in the corporations are made and

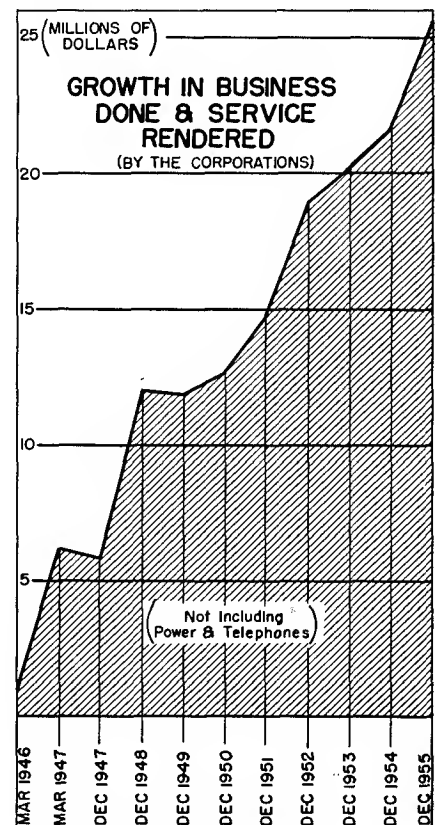
into which all profits are paid. The Government Finance Office now has \$9,634,000 invested in the corporations. In 1955 alone, profits exclusive of Power and Telephones were \$1,366,000 resulting in a return of 14.18%, while dues and royalties for the use of natural resources amounted to \$946,000. Since inception, the accumulated profits (after deducting losses) have amounted to \$6,372,000. In addition, over the same period, dues and royalties of \$4,970,000 have been paid to the government.

The accompanying graphs indicate that in the early organization years of the corporations, the profits were lower than today. While most of the corporations operate on a "service-at-cost" principle, nevertheless now that markets have been established, operations streamlined and the unprofitable ventures discontinued, total business volume and profits have reached impressive levels.



Co-operative and private industry are also needed and encouraged in Saskatchewan. To this end, the government through the Government Finance Office makes loans of up to 50% of fixed assets to co-operative or private companies that build new industries or expand existing industries. Twenty-three such loans amounting to \$288,000 have been made to assist companies which produce plywood, paper boxes, vinegar, farm machinery, mattresses, brooms, concrete pipe, and concrete structural products.

"THIS IS YOUR BUSINESS" has been prepared to describe briefly the operations, products and services of each of the Crown corporations owned by the people of Saskatchewan.





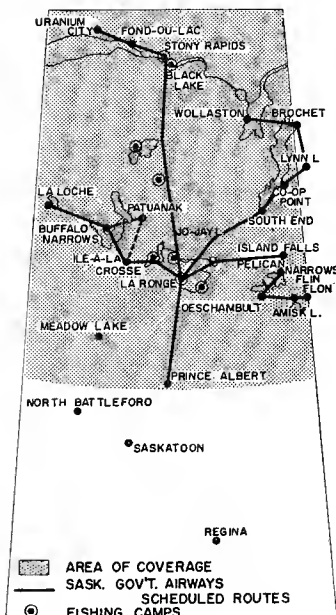
S.G.A. OPENS THE NORTH

MUSKEG - FOREST - WATER - ROCK

THE VAST POTENTIAL WEALTH of northern Saskatchewan is almost limitless. Lack of an adequate transportation system retarded development of our northern resources. Saskatchewan Government Airways, formed in 1947, has provided, at close to cost, an integrated

system of air transport in this area of water, rock and muskeg. It has played a major role in opening up the north and has, itself, grown into the largest organization of its kind in Canada.

YEAR-ROUND FLYING



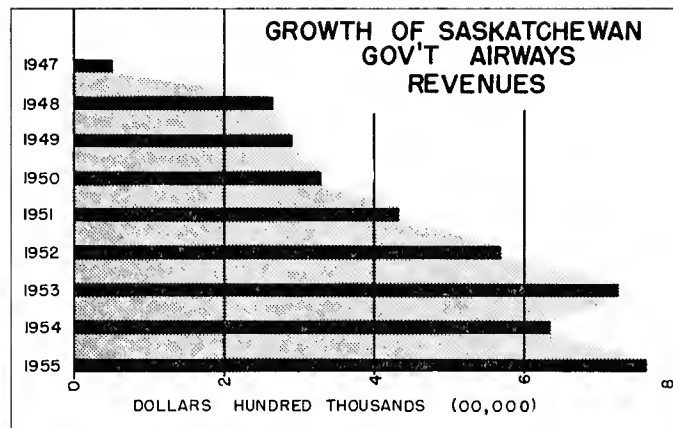
FREQUENCY OF FLIGHTS made by S.G.A. is determined by the needs of northern communities rather than available paying loads. A regular scheduled service on five routes covers some 2,800 miles, return. Permanent bases at Lac la Ronge and Uranium City, and other temporary bases, permit year round flying for wheel equipped planes.

A 21 - PASSENGER DC-3, right, provides a tri-weekly service between Prince Albert and Uranium City, opening new markets for Saskatchewan business.



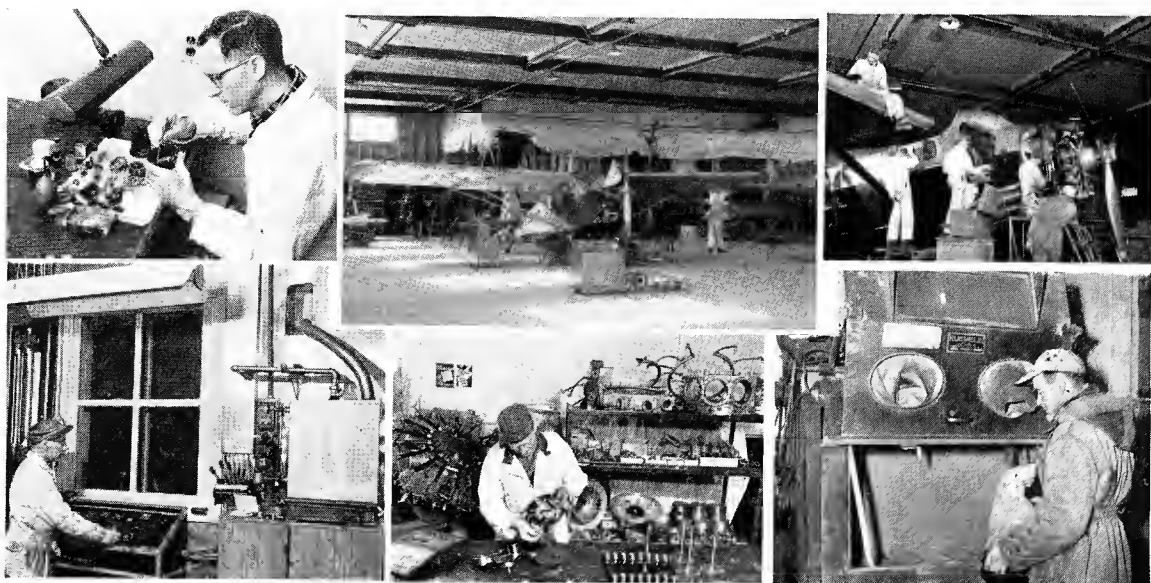


OVER A MILLION MILES were flown by S.G.A. in its eighth year of operation. Following a continuous program of expansion and modernization Airways' fleet of 19 float, ski and wheel equipped aircraft carried 14,500 passengers and 3.5 million pounds of cargo in 1955.



SERVICING FOR SAFETY

AIRWAYS' STAFF of highly skilled aircraft engineers in the overhaul shop at headquarters in Prince Albert have made this shop one of the finest of its kind in western Canada.



RIGID SAFETY STANDARDS maintained in servicing all aircraft have contributed to S.G.A.'s enviable safety record of only one fatal accident in six million air miles. Surrounding the hangar at Prince Albert, above at top left, an instrument technician working on a turn and bank indicator, and right, a privately owned "Otter"

being overhauled by S.G.A. mechanics. Bottom left, a technician at the control panel of the motor testing lab., centre, a micrometer measures the wear on internal parts of a stripped-down motor, and right, an engine cylinder head is placed in the sand blasting machine.

S.G.A. GROWS WITH THE NORTH

RESTRICTED LANDING CONDITIONS in the north as well as the variety of uses to which S.G.A. planes are put, call for a wide selection of aircraft with great versatility.



EXPLORATION AND DEVELOPMENT of mineral resources by organizations and individuals is dependent on S.G.A.'s charter service which provides the largest single portion of the Corporation's revenue. Below left, prospectors board a chartered S.G.A. plane at Lac la Ronge.



FLYING FISH — During one year alone, close to one million pounds of fish were flown out of the north to fish processing plants and shipping points.



AND FISHERMEN—Enthusiastic tourists and anglers charter S.G.A. planes to reach virgin fishing and hunting grounds.



TOUCHING DOWN in every northern settlement, Airways' planes are also chartered for flights to any point where a float or ski equipped plane can land in this vast area.

SMOKE JUMPERS use S.G.A. planes in the provincial government's forest fire detection service.

JUMPING ON A FIRE!

S.G.A. SERVES government departments, provincial and federal, dealing in such matters as air ambulance, Indian affairs, geological surveys, aerial photography and forest fire control.



Jack Ladder—Big River Mill

FOREST PRODUCTS DEVELOP TIMBER RESOURCES

A **THRIVING FOREST INDUSTRY** on a sustained yield basis is operated by the Timber Board and Saskatchewan Wood Enterprises, two divisions which make up Saskatchewan Forest Products.

THE TIMBER BOARD

LOWER PRICES for lumber is one of the many benefits that the Timber Board has brought to Saskatchewan people. When lumber is in short supply in Saskatchewan, it is Timber Board policy to supply Saskatchewan needs first. On the other hand, when employment is needed

in the north and Saskatchewan lumber demand is low, a greater proportion of lumber is shipped to the United States market where lumber prices are generally higher. Timber Board lumber is noted for its quality.



BUSH OPERATORS under contract to the Board, cut (left); haul (centre); saw (right); and deliver rough lumber to one of the eight Timber Board piling yards in the forest area.



MORE MONEY has been paid to more small operators per thousand board feet because the Timber Board has come into the field. Work and wages programs in time of crop failure, road building programs and utilization of small timber stands have helped stabilize our northern economy.



STACKS AND STACKS of lumber are seasoned before planing at one of seven planing mills. Customers come long distances to make substantial savings by buying direct at any one of the Timber Board piling yards.

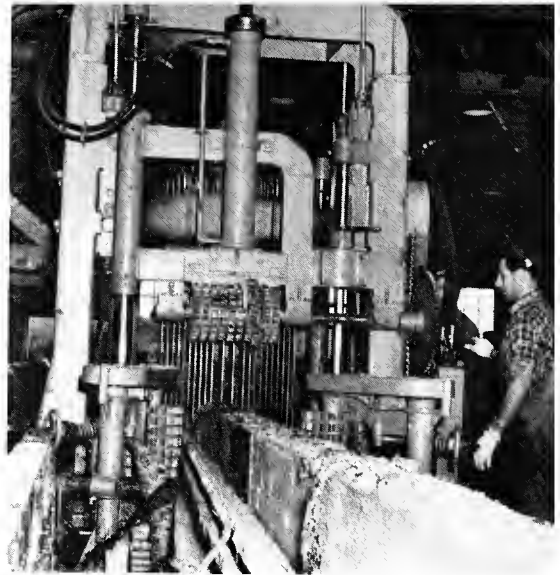
35,000 HOMES is the equivalent of the 395 million board feet of lumber produced in the last ten years. In addition the Timber Board has produced 360,000 cords of pulpwood, over a million railway ties and over half a million power and telephone poles.



PILES OF POLES vital to power and telephone utilities are available at low cost under the Timber Board's pole production program. All Timber Board poles, enough to build seven lines from Halifax to Vancouver, have been produced and used in Saskatchewan. The impact of the pole industry extends far beyond the forest operations. Processed under contract in a large, privately-owned creosoting plant at Prince Albert, the poles are then trucked to all parts of the province.

BIG RIVER MILL

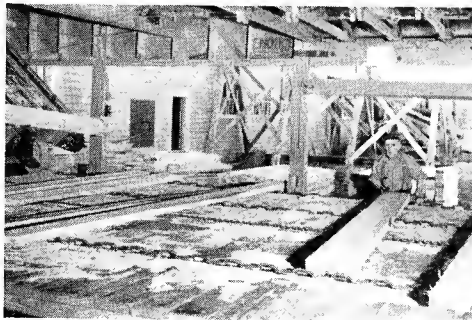
THIS GANG SAW saws several planks at once in the large high utilization mill at Big River. The annual production is approximately 7 million f.b.m. of lumber.



ELECTRIC TRIMMER SAW and trimmer operator.



GREEN CHAIN for lumber sorting and grading.



LUMBER CARRIER for efficient materials handling.



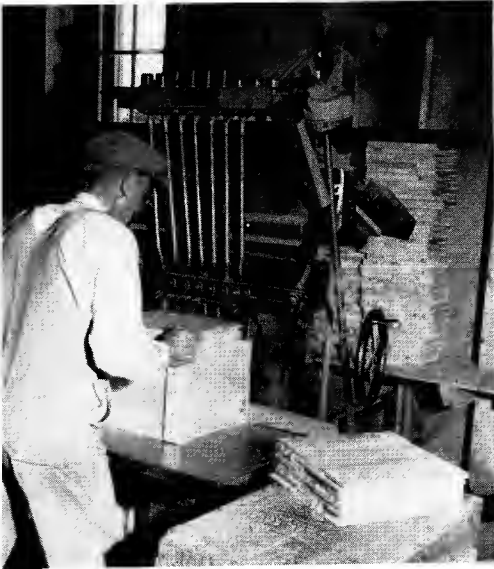
HUNDREDS OF THOUSANDS of dollars annually flow into the provincial economy as a result of a growing pulpwood export business.



BONUS FOR SASK.—In the last ten years the Timber Board has paid more than three million in profits to the Provincial Treasury. Total dues and profits on lumber alone averaged from \$10 to \$11 per thousand board feet, as compared to less than \$5 returned from private operations.

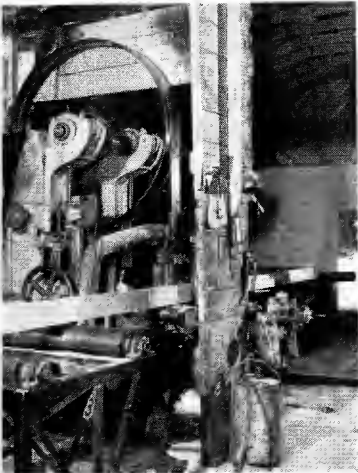
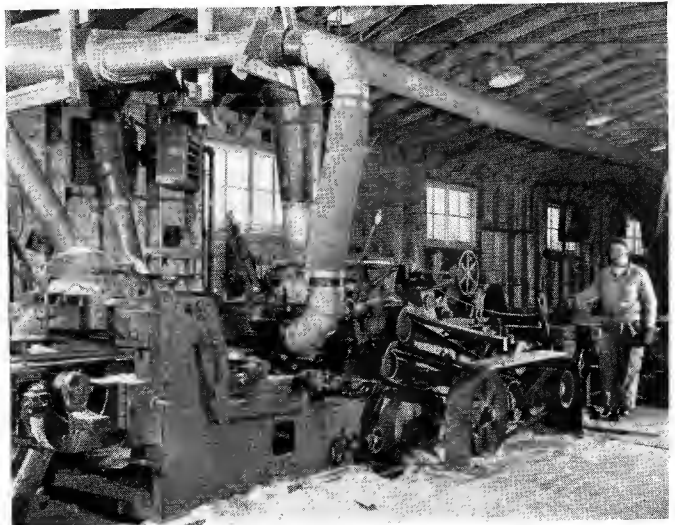
SASKATCHEWAN WOOD ENTERPRISES

A **LARGE MODERN MILL** operated by Saskatchewan Wood Enterprises provides employment in lumber production and wood processing in the Prince Albert area.



SEVEN NAILS at one stroke of this nailing machine are driven into a box to speed assembling.

PLANER dresses box lumber



RESAW—A large modern band saw

QUALITY PRODUCTS and the development of new uses for wood are particular aspects emphasized by Wood Enterprises.



THE **FORK LIFT** contributes to efficient materials handling.

VARIETIES OF TIMBER which have very limited use are salvaged and used in the manufacture of many products including wooden and wire-bound boxes, soft drink cases, cleats, casket shells, granaries and planed lumber. Sales of these products to U.S.A. account for more than half of the company's revenue.



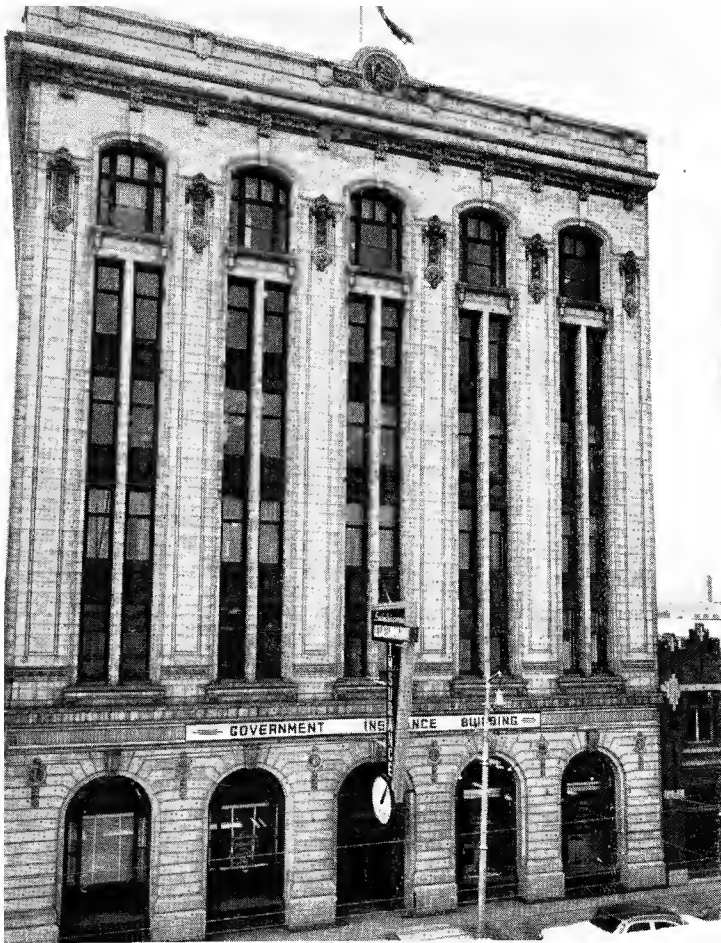
RATES TUMBLED IN SASKATCHEWAN after the Saskatchewan Government Insurance Office entered the general insurance field. Private companies were forced to lower rates in Saskatchewan so that not only Saskatchewan Government Insurance Office policy holders gained but people insured with the line companies bought their insurance at reduced rates. Insurance rates in Saskatchewan tumbled at a time when the cost of living and the costs of virtually all goods and services were climbing with unprecedented rapidity.

LIFE OF DEBT, bankruptcy and permanent injury without an income can be the consequences of automobile accidents without insurance coverage. In 1946 the Automobile Accident Insurance Act was passed requiring every Saskatchewan licensed car to carry insurance.

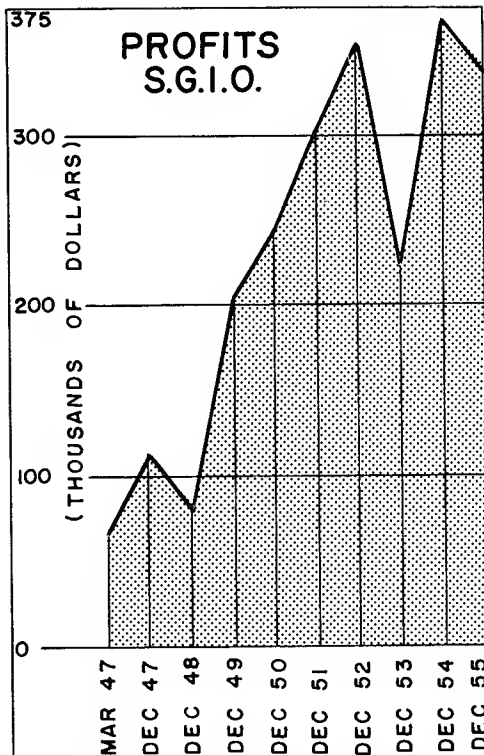


THE SASKATCHEWAN GOVERNMENT INSURANCE OFFICE administers the Act and provides insurance at cost covering pedestrians, passengers and drivers. Since the Act was introduced, 22 million dollars have been paid in benefits.





REGINA AN INSURANCE CENTRE instead of a tributary. Regina has become the head office of one of Canada's larger insurance companies. Saskatchewan Government Insurance Office has paid \$5,500,000 in salaries to its employees now numbering over 300.



INVESTMENT—SASKATCHEWAN

Not only has Saskatchewan Government Insurance Office invested in one of Regina's largest buildings but its investment portfolio includes bonds for the construction of schools, hospitals, water and sewage systems as well as municipal and Province of Saskatchewan bonds totalling \$8,500,000.

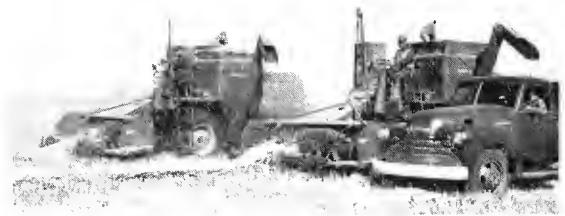


Peart School, Regina



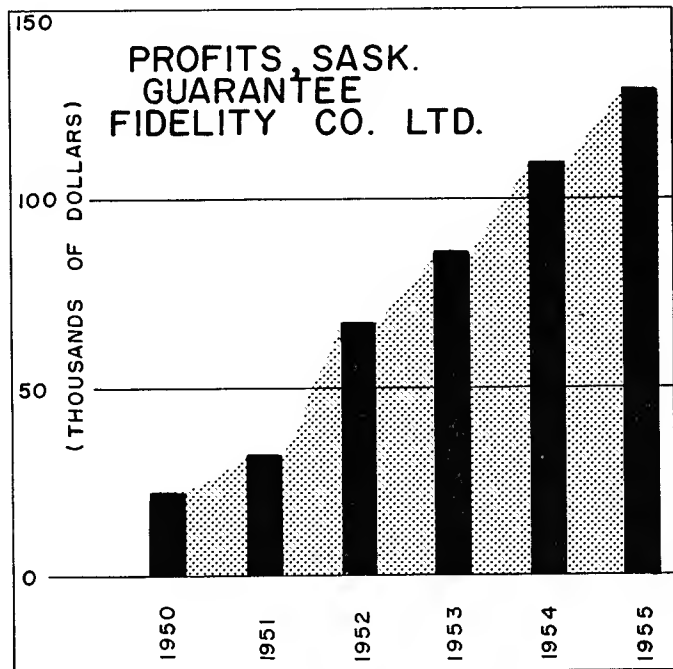
600 AGENTS have been paid commissions totalling more than \$4,000,000. Salaries and commissions of almost \$10 million are important to Saskatchewan businessmen and manufacturers and contribute very materially to the prosperity of Saskatchewan. This agent is honoured for the service he has given his community for more than 10 years as a Saskatchewan Government Insurance Office Agent.

DESIGNED FOR SASKATCHEWAN. Farm equipment and grain are but a few of the items which can be covered by the Government Insurance Farm Protector, a policy specifically designed to give Saskatchewan farmers the protection they want. Over the years many S.G.I.O. policies have been revised and new coverages have been introduced to meet prairie insurance needs.



WORTH \$15 MILLION. The people of Saskatchewan own a company with assets totalling nearly \$11,000,000 in which there are no government funds invested. Since its inception it has paid \$2,290,000 to its shareholders, the people of Saskatchewan. On the basis of earning power, the worth of the company is conservatively estimated at 15 million dollars.

SASKATCHEWAN GUARANTEE AND FIDELITY COMPANY LIMITED. In 1949 the Government Finance Office purchased this private insurance company to enable them to do business outside Saskatchewan. Saskatchewan people now benefit on insurance written in more than forty-five different countries.



SASKATCHEWAN MARKETING SERVICES

Three related services comprise the Saskatchewan Marketing Services: Saskatchewan Government Trading, the Fur Marketing Service and the Fish Marketing Service. The latter two apply a system of marketing

similar to the Wheat Board and hence contribute to a better life with more security for our northern people by putting more money in their pockets.

FISH MARKETING

700 FISHERMEN are dependent on the non-profit service rendered by this division. Commercial fishermen on a lake or in an area decide by vote whether they wish the Service to handle their catch.

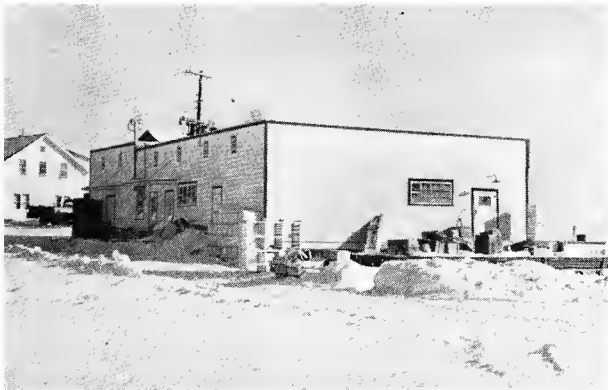


THROUGH THE ICE

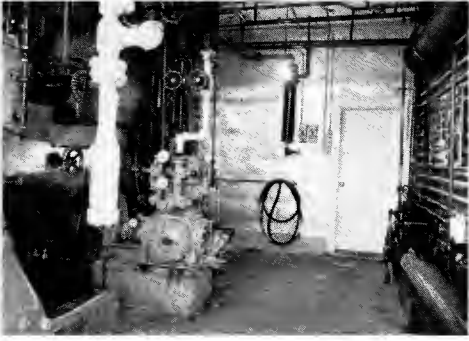
PULLING NETS



A GUARANTEED FLOOR price is set by the Government and is the initial payment to the fisherman. When the fish have been sold, a small handling charge is deducted and the balance is paid to the fisherman.



QUICK FREEZING and filleting plants are located in seven areas throughout the north. In plants like this Lac la Ronge plant, fish are processed immediately they come from the lake. The La Ronge plant also serves the hundreds of tourist fishermen who flock to this fisherman's paradise.



MODERN, EFFICIENT freezing machinery like this La Ronge compressor room is needed to protect the fish until shipped to market. If the market price is low, the fish can be stored until it will bring the fishermen a better price.

PROCESSING has become as important as the fishing itself. Housewives demand and get a "ready-to-cook" product. The filleting and packaging are done largely by Indian and Metis girls.



WOLLASTON LAKE is closer to the northern border of Saskatchewan than it is to Prince Albert. Because much of northern Saskatchewan is accessible only by air, transportation to railhead from such areas as Reindeer, Pinehouse, Deschambault, Primrose and Des Iles Lakes is one of the major problems of the Saskatchewan fishing industry.



CHIEF northern brand fillets are sold in large quantities by mail order. These quality fillets also find a ready market in New York, Chicago and Detroit.



FUR MARKETING

A MINK STOLE and muskrat coats made from Saskatchewan furs.



TOP PRICES for his furs are assured the trapper through the Fur Marketing Service. More than 75 per cent of furs sold in the Saskatchewan auction come from central and southern Saskatchewan.



FUR PELTS are collected by agents or forwarded direct to Regina by the trapper. An initial payment of 50 per cent of the estimated value of the pelts is paid on receipt.



PRECISE GRADING by carefully trained fur graders (left), is carried out before the sale. The main reasons for the success of the sales are the strict grading standards and samples, and the quality and volume of pelts offered.

SUCCESSFUL AUCTIONS with prices often the highest obtained in Canada for similar goods, are held eight times a year in Regina.



PARIS, NEW YORK, London, Montreal and prairie manufacturers are represented at the sale. Only the auctioneer's voice can be heard. Bids are made by a wink, a movement of a finger, a pencil, or a sheet of paper, or other sign recognized by the auctioneer (the manager). Buyers are assured of unprejudiced treatment since the service does not buy or sell furs on its own account.

CLOSE SCRUTINY of the furs by the buyers before the fur auction determines the prices bid. Here the buyer is determining the lots on which he will bid. Wild mink, muskrat, beaver, ermine, squirrel, fisher, marten, otter, fox, lynx and even the rabbit and wolf are to be found at these auctions.



PREPARING THE PELT when improper care has been taken by the trapper, enhances its value at the sale.



\$16,000,000 WORTH of furs have been sold by the Service since its inception in 1945. The number of beaver marketed increased from 473 in 1945 to 51,000 in 1955 and muskrat from 127,000 to 2,000,000 in the same period. After the auction and until delivery, the furs are kept in this modern, air-conditioned cold storage.

GOVERNMENT TRADING

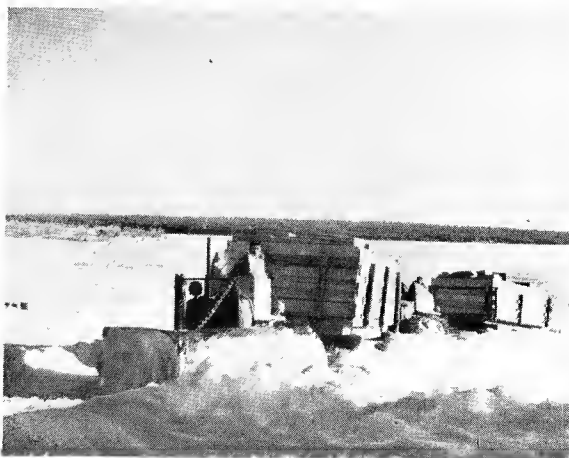
GOODS AT COST was the policy adopted to help raise the standard of living for the fishermen, trappers and prospectors made up of Indians, Metis and whites. This store at Stanley Mission is typical of the outpost stores which also operate at Cumberland House and Wollaston, Deschambault and Pinehouse Lakes.



LAC LA RONGE store is large and modern. Goods of a very wide variety are attractively displayed. This store also serves the large tourist trade and mining development in the area.



SIX HUNDRED TONS of essential supplies are taken into the north each year by aircraft, cat-train and bombardier. Basic items include food, clothing, hardware and fishing and trapping equipment.

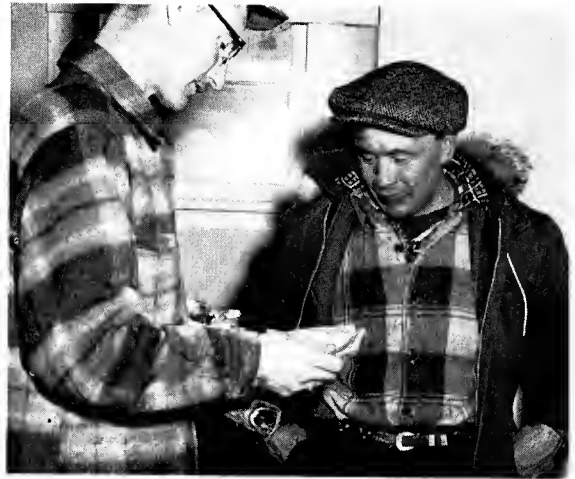


The Trading Post Manager

THE POST MANAGER is a very important person in his community. His day is long and his range of duties wide. As the radio operator he not only relays messages but may have to summon the ambulance plane for a sick or injured native. He grades, buys and ships furs.



He may act as banker, government agent, airways agent or arbitrator. Upon occasion his wife may be the district health nurse.



The Saskatchewan Government Trading store is the headquarters of the northern community, and is playing an important part in opening Saskatchewan's "New North".



SASKATCHEWAN MINERALS

Saskatchewan Minerals is a Crown corporation which carries on its business under two divisions, Saskatchewan Clay Products and Saskatchewan Sodium Sulphate.

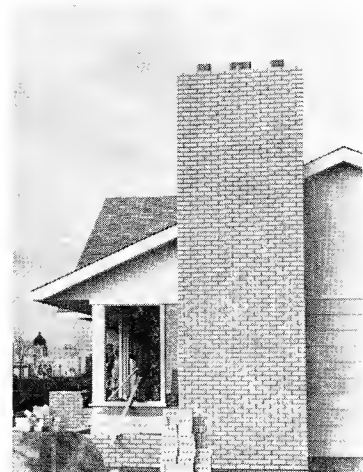
CLAY PRODUCTS

A BUILDING BOOM in prospect for the post-war period together with the need to utilize our vast clay resources were the primary reasons for the government purchase of the Estevan brick plant in 1944. The plant had been closed down in the '30's. Since 1944 the brick plant has produced hundreds of thousands of tons of premium buff brick for construction of homes, schools, churches, office buildings, hotels, airports, hospitals and nursing homes.



\$1,500,000 in wages has been put into the town of Estevan since this plant was built and modernized. Growing demand for Saskatchewan brick has created markets in Alberta, Manitoba, Ontario and the United States.

AND CHEAP TOO. Few people realize that this brick sells in Saskatchewan for prices much lower than prevail in almost any area in North America. In Saskatchewan, some contractors will build an average-sized bungalow in brick for only \$400 more than they build the same bungalow in frame construction. Clay Products also sells raw clay which is used in the pottery and sewer pipe manufacturing industries.



"SIXTEEN TONS"—A modern mechanized process is used to manufacture these structurally sound bricks, built to withstand 9,000 pounds pressure per square inch or 16 tons per brick.

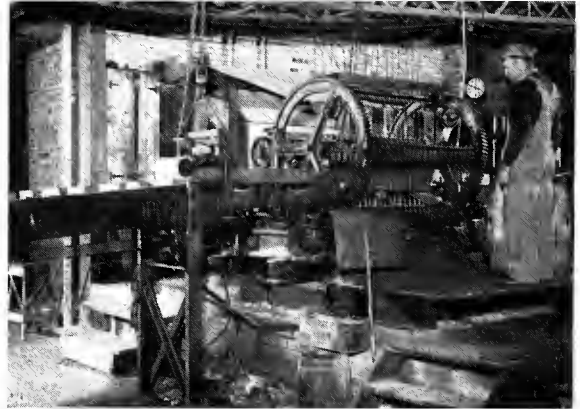
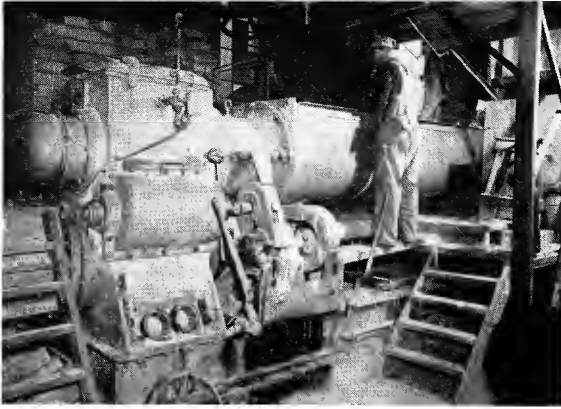
MODERN materials handling equipment reduces the cost of Saskatchewan.



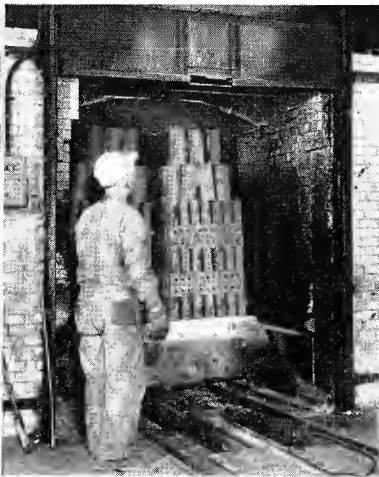
◀ In the Clay Pit

In the Clay Storage Shed ▶



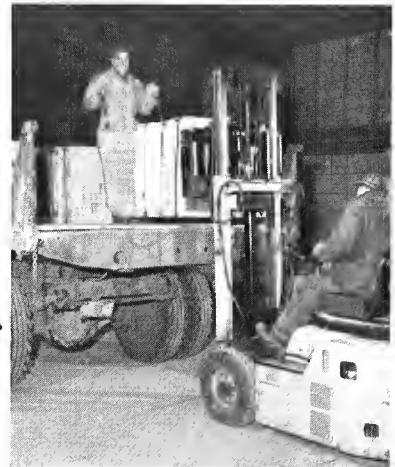


THE BRICK MAKING MACHINE (left) is of the latest design. It mixes water with the clay and then forces the compressed, de-aired, perfectly formed column of clay out onto a conveyor. The column is conveyed to the automatic cutter (right).

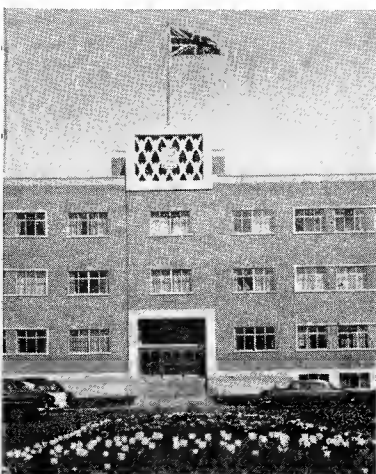


CHARGING western Canada's first modern tunnel kiln with a car of brick and tile.

BRICKS IN PACKAGES of 100 have reduced the cost of laying the brick on the job.



PREMIUM BUFF BRICK IS VERSATILE



A HOME INTERIOR — Beautiful buff brick has become popular for interior walls, fireplaces and planters.

Government Administration Building





SODIUM SULPHATE

ALKALI SLOUGHS AND LAKES which dot the prairies, once considered a nuisance, have proven to be the source of million dollar industries at Chaplin and Bishopric, Saskatchewan. These sloughs contain some of the world's richest and purest deposits of sodium sulphate, a valuable industrial mineral used mainly in the manufacture of Kraft paper.



Pumping the Brine

A TOWN FLOURISHES. Since 1947 the population of Chaplin has risen by 140%. In contrast, in seven neighbouring villages of comparable size, the average gain was only 14%. Stepped up activity is in evidence everywhere, more business in the stores, sodium sulphate shipped, fuel oil and supplies brought in for the plant,

more cars sold and serviced, more meals served. These are but a few of the changes that a new industry brings, illustrating how basic industry starts the economy of an area in motion. The total wages of \$1,850,000 in eight years have been a major factor in this growth.



NEW ZEALAND, the lake states, the deep south, the Pacific northwest and eastern Canada are the destination of a million and a half dollars' worth of sodium sulphate annually. On this million dollar investment, profits returned have amounted to \$660,000, and royalties paid to the government have been \$280,000.

200,000,000 TONS of sodium sulphate are estimated to occur in Saskatchewan—the only Canadian province in which it is known to be present in commercial quantities. In addition to the plant at Chaplin, a recently acquired plant at Bishopric has doubled production to meet the unprecedented demand for high-grade sodium sulphate.



Harvesting the Salt

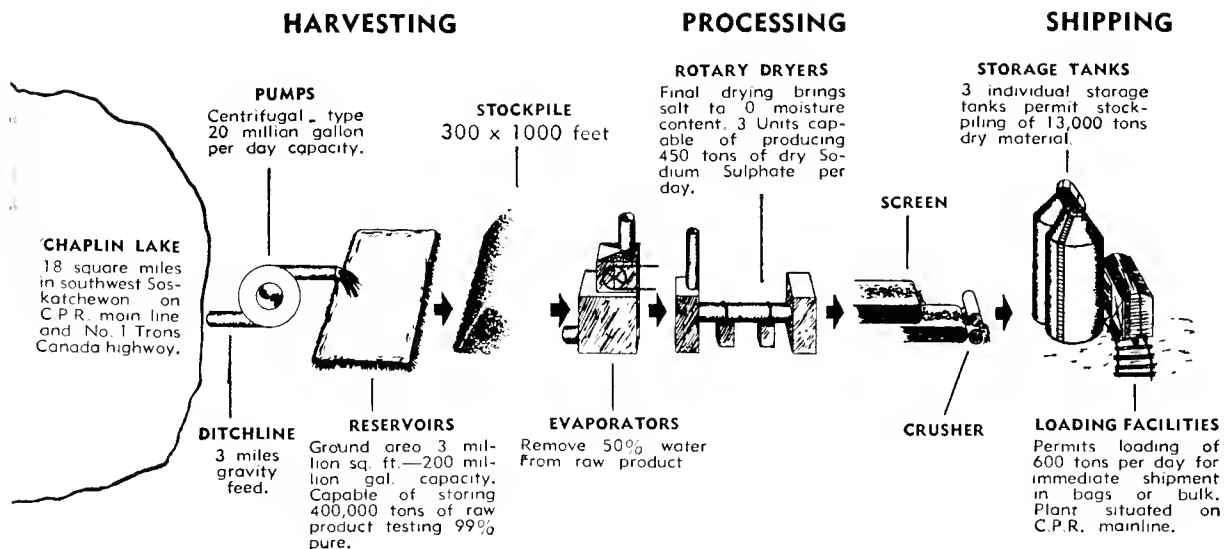


Drying Salt



Storage Tanks

The Complete Process . . .



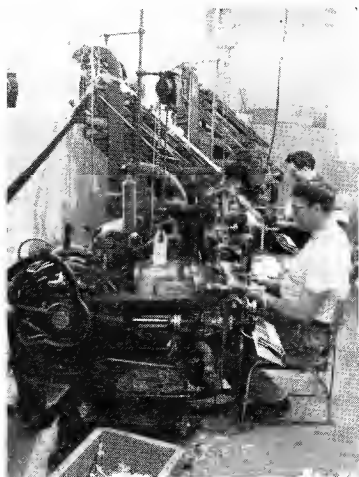
Saskatchewan GOVERNMENT PRINTING

THE TREMENDOUS volume of printed material required in government administration, and the need to produce such material as economically as possible led to the purchase, in 1945, of the Government Printing Company.

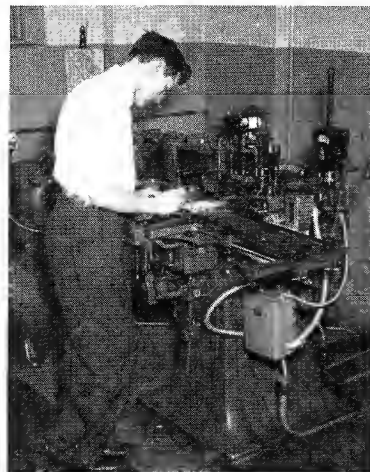
EXPERIENCE has confirmed the expected economy. With an investment of \$303,000 and charging the same contract rates paid to private printing plants, the corporation has returned a total of \$470,000 in profits to the government.

THE LATEST MODERN EQUIPMENT has been gradually installed since the government purchased this plant. Today it is one of the most modern letterpress plants of its size in Canada, capable of producing \$400,000 worth of printed material annually.

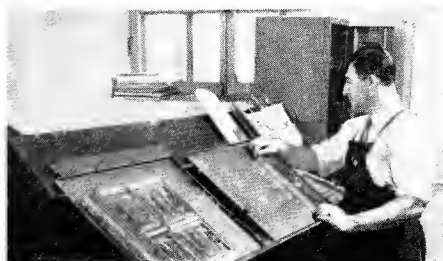
COMPOSING



Setting type on the Intertype—left, and monotype casting and material making machines—centre and right.



The type is made up into pages and locked in a steel frame or chase ready for putting on the press.

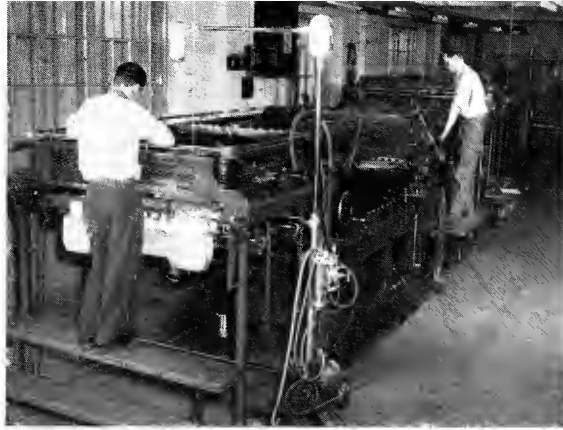


MAKE-UP

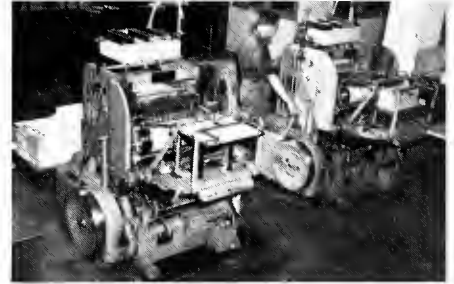
LOCK-UP ON THE STONE



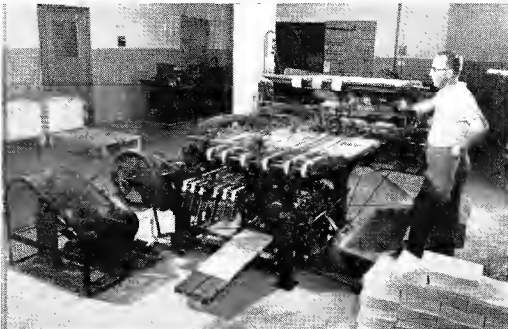
THE PRESS RUN



THREE TYPES of presses are used at the plant. The locked-up pages may be put on a horizontal (above, left), vertical (above, right), or platen press (right) for actual printing. The large horizontal press is capable of 2,800 impressions per hour.



BINDING



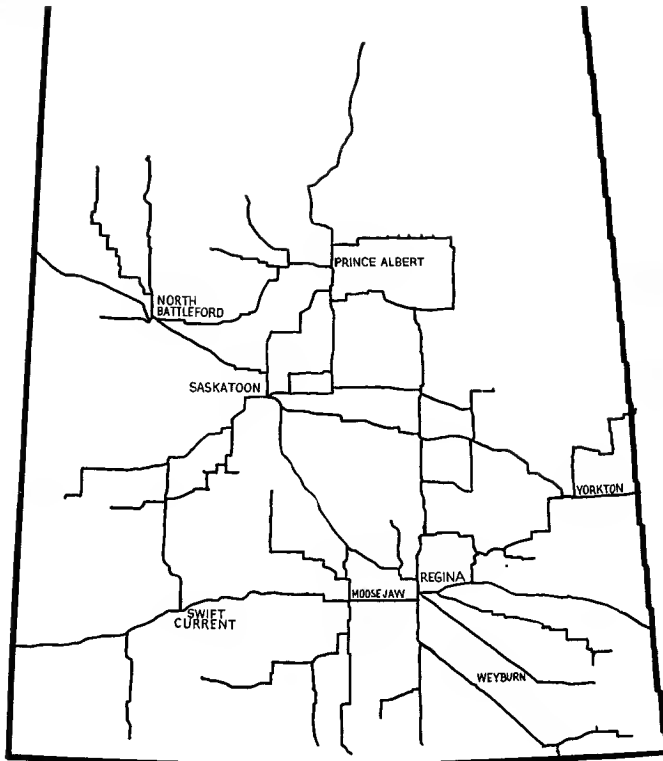
OPERATIONS in the bindery complete the job —folding with a 32 page folder, left top, stitching on the gang stitcher, centre, and trimming with a three-way automatic trimmer, bottom.

OVER 2,000 ORDERS handled annually include the printing of departmental reports, telephone directories, accounting and requisition forms, long distance telephone tickets and a variety of information bulletins including "This Is **YOUR** Business".

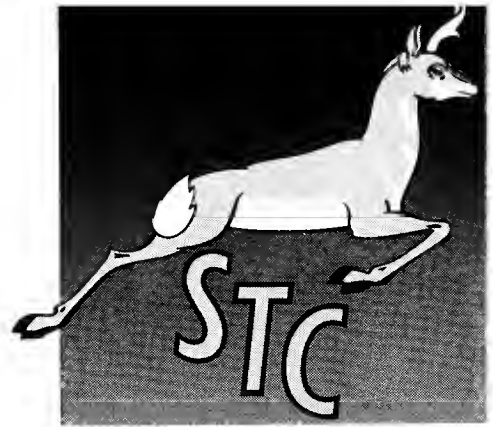


PAPER STOCK is cut to size in the stockroom where space is provided to permit purchase of paper stock in carload lots at reduced prices.





Bus Routes of Saskatchewan



AN EXTENDED AND IMPROVED bus transportation system was the primary reason for the establishment of the Saskatchewan Transportation Company in 1946. "Service at Cost" is the policy of the S.T.C. As a result, bus routes that pay little more than direct operating costs are maintained in operation as a public service to many parts of the province. Average profits of approximately 2% annually fall slightly short of paying the interest on the investment by the government.

SAFETY IS THE S.T.C. WATCHWORD

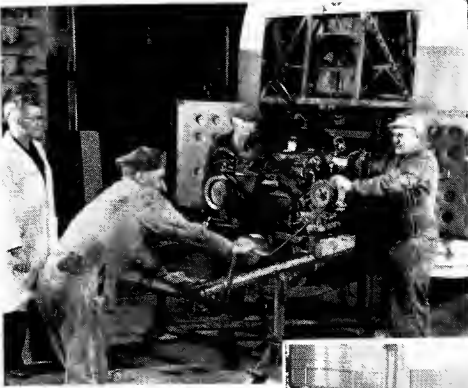
DRIVERS—One of the world's safest drivers with eight accident-free years. He drives a modern, clear-vision, well-lighted coach.



THE "FLEET" MUST GO THROUGH. More and more motorists use S.T.C. in the winter or when road traffic is difficult or hazardous. You can depend on S.T.C.

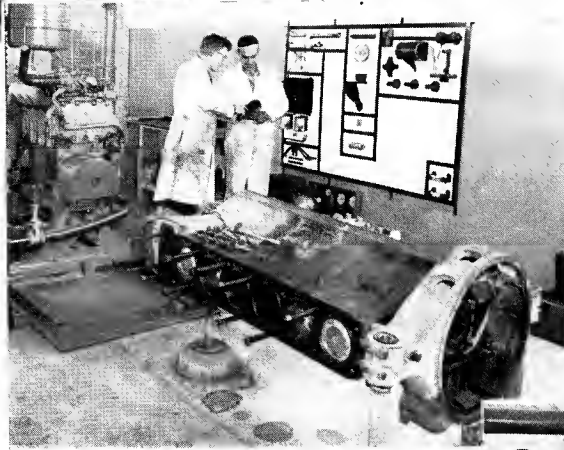


MAINTENANCE ASSURES SAFETY



◀ **REGULAR MOTOR OVERHAUL** is started by removing the engine from the rear end of this diesel coach. Time will not be lost as another engine will replace it.

**PREVENTIVE MAINTENANCE
ASSURES DEPENDABILITY**



◀ **COMPLETELY STRIPPED**, the motor is inspected and repaired.

**TESTING REASSEMBLED
MOTOR** on the dynamometer (engine analyser).

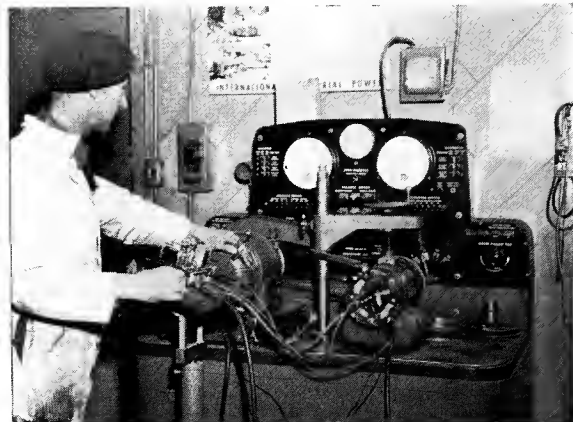


◀ **BRAKES**, so essential to safety, get regular attention by skilled mechanics.



◀ **ELECTRIC SYSTEM** receives careful attention at the test panel.

WELL-EQUIPPED repair shop and skilled machinists reduce road failures.



COMFORT and COURTESY

COURTEOUS, helpful drivers will see to your comfort and safety. The driver watches the temperature of the coaches for the passengers' comfort.



◀ **SCRUBBED AND
VACUUMED**
▼



S.T.C. COACHES are clean, airy and well-ventilated.

YOUR COMFORT is assured through foam rubber seats, pillow foam head rests and improved spring suspension. The coach is designed for a "cushioned" ride.

FREIGHT PULLS IN on the regular freight line operated by S.T.C. between Lac la Ronge and Prince Albert.

BEYOND THE LAST HIGHWAY the "cat-haul" service is another aspect of S.T.C. service. During the winter, ice and snow make it possible to bring in heavy freight that at other times of the year can only be transported by air. Freight supplies for the community, stores and mining properties are hauled from Lac la Ronge to Stanley Mission, Pinehouse Lake and to mining locations.

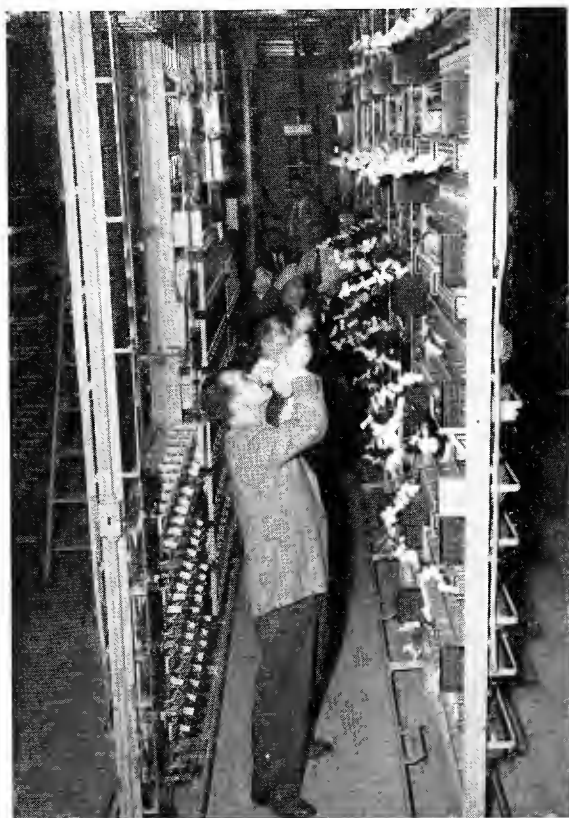


◀ **CHARTERED BUS** passing through the Memorial Gates of the University of Saskatchewan. More and more service clubs, fraternal organizations, students and other groups are chartering buses and enjoying the fellowship of group travel.



VOICE PATHS— SASKATCHEWAN

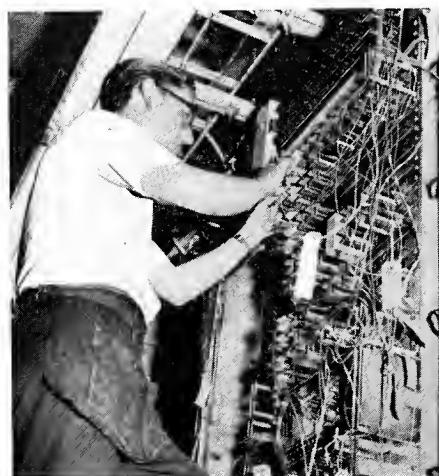
Saskatchewan Government Telephones, conceived under a plan almost fifty years ago to bring long distance telephone service to the province and local service to larger centres, has had her land lines well traversed. In the past ten years long distance calling has doubled and telephones in service multiplied by two and a half. S.G.T.'s business curve—a barometer of Saskatchewan progress—is ever rising. All profits are reinvested in the system to meet the needs of an expanding economy. Modern equipment and low rates go hand in hand.



DIAL COMES TO TOWN as the insulators are pulled to "cut-over" modern automatic equipment in more and more Saskatchewan centres. Over 78% of the system's telephones are dial operated.

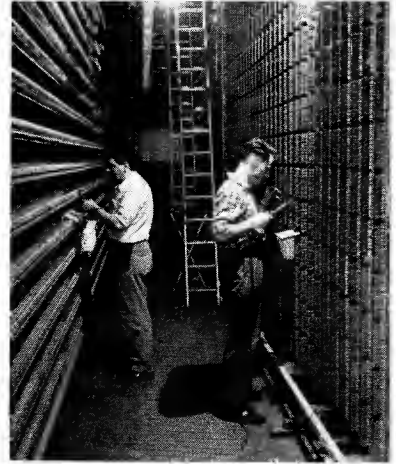
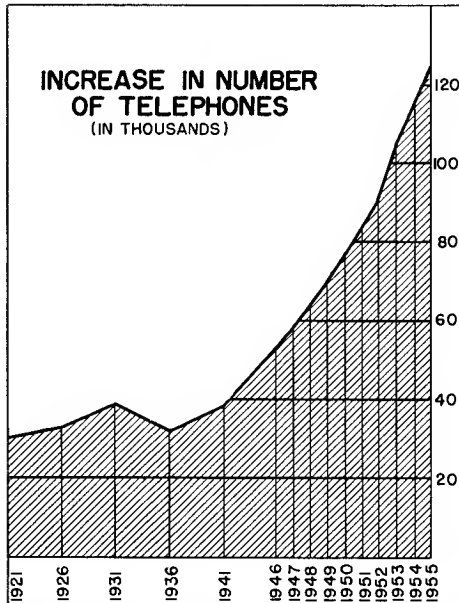


SUGAR SCOOP STYLED. The most modern type antennae atop microwave towers will span the province with long distance and TV circuits.



FOR TOMORROW. Even as towers are erected, technicians install intricate electrical equipment inside the equipment buildings.

LOCAL SERVICE GOES "DIAL"



67,000 wires are connected to this main distributing frame in Regina.

Sure connections are made on distributing frames at the rate of 20,000 a year to bring more and more telephones to more and more people.

Now 125,000 local subscribers get fast, efficient telephone service from S.G.T. exchanges.



ADDRESS REGINA. Long distance calls to western Canada will be funnelled into Regina (left) as one of the two Canadian switching centres. The other is Montreal. The Kindersley exchange (centre) is typical of the modern



automatic telephone exchanges being erected in larger communities throughout Saskatchewan. In the far north, at Uranium City (right), a community dial office now serves that mining area with modern local service.

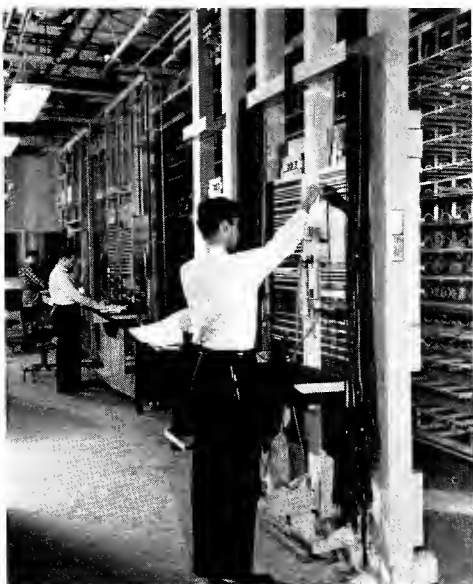


MASSES OF WIRES (left) are sorted and spliced in manholes before entering into the telephone exchange. Color codes insure the proper matching of wires, sometimes thousands in one cable. They are then connected through distributing frames to the automatic switching



equipment being tested here (centre). Commercial power is fed into the exchange through a control panel (right), later to be stored in batteries to insure a continuous flow of direct current energy to operate the system.



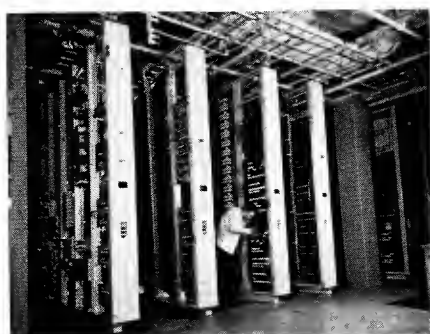


REGULAR TESTING and engineering know-how maintain high standards of service.

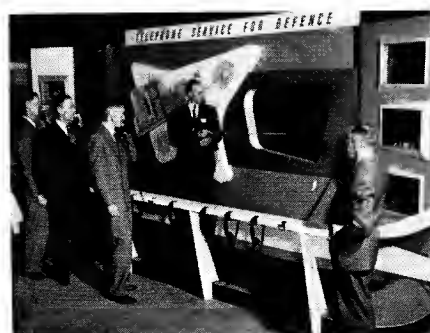
ALERT OPERATORS provide fast and dependable service round the clock.



READY FOR USE. More than 38,000 miles of wire form the network which provides long distance service in Saskatchewan.



GIVES A "BOOST". Since the voice becomes weaker the farther it travels, long distance conversations are given extra strength in repeater stations across the province.

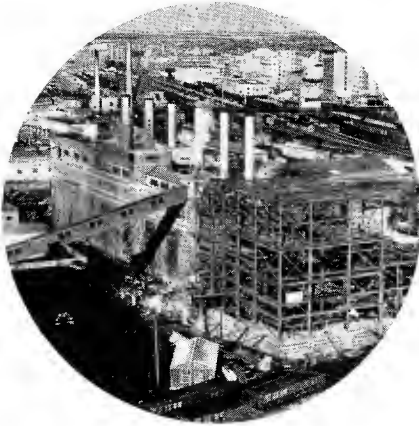


**DEPENDABLE IN EMERGEN-
CIES.** Telephone services are geared for eventualities — fires — floods.



SPECIAL SERVICES. Teletype is only one of the other modern services provided by S.G.T. Included are mobile service, telemetering, private branch exchanges, and private wire service.

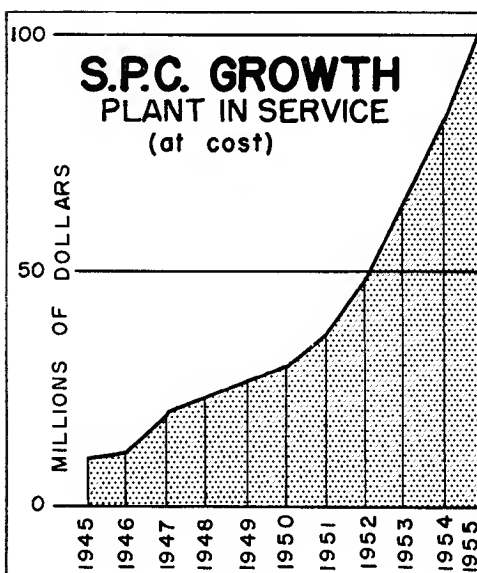
SASKATCHEWAN POWER



First, The Power Plants—

The A. L. Cole Generating Station in Saskatoon, capacity 108,000 kilowatts. Nearby, the Corporation will start work in 1956 on a new 264,000 kilowatt station. The Cole Station is part of the northern integrated system which includes Prince Albert steam plant (20,000 KW), Unity gas diesel plant (6,500 KW) and Kindersley.

ESTEVAN POWER PLANT is being extended this year to 75,000 KW, where low cost lignite coal is used exclusively to provide power production at costs as low as water power. A new 264,000 KW plant will be built nearby to guarantee power supplies for future years.



PLENTIFUL SUPPLIES of cheap power are vital to the growth of industry. Today Saskatchewan Power Corporation is meeting this need.



The new 11,500 KW S.P.C. plant at Swift Current now operating on natural gas, was opened late in 1955. Another new plant, similar in style, was started in 1955 in Kindersley and will be completed this year with a capacity of 16,000 KW.

Then The Power Lines —

The Saskatchewan Power Corporation serves an area of Saskatchewan almost 120,000 square miles in size. This is the largest geographical area served by a single power utility in all of Canada. Approximately 750 communities are served by the S.P.C. system. By the end of 1956, customers will total some 132,000. Forty thousand of these are farms added to S.P.C. lines since 1949. In order to take power to these customers, the S.P.C. maintains 1,100 miles of 72,000 volt lines in the province (right) plus 6,000 miles of 25,000 volt transmission line in addition to 25,000 miles of farm electrification line.



A Revolution - - Farm Electrification

Less than 1,200 farms were being served with electrical power at the time the Farm Electrification Act went into effect in 1949. Most of these were farms adjacent to small towns or villages.

Since 1949, 32,500 farms (at the end of 1955) have received power from the S.P.C. lines, with a further 7,500 slated to receive electrical service during 1956.

The use of electricity on the farm has been a revolution in itself. It has brought new and economical methods into the operations of the farm yard while bringing the comforts and conveniences of the city into the farm home.

Most installations on farms in Saskatchewan are carried out by construction contractors, but some success has been found in providing self-help methods for farmers in the construction of their own lines under the supervision of S.P.C. personnel.



Power Must Go Through —

Day or night, winter or summer, fair weather or foul, linemen of the Saskatchewan Power Corporation must be prepared to go out under all conditions to repair power lines in order to guarantee customers continuity of service. No other industry offers such dependable, "round-the-clock" service in the interests of public welfare.



THE SILENT SERVANT - - NATURAL GAS

Proven Acceptance of Natural Gas

Wherever gas service has been provided in the province of Saskatchewan, in cities or in towns or villages, S.P.C. customers have been unanimous in their approval of the "silent servant". Without exception, they speak glowingly of its economy, its cleanliness, its convenience and of the fact that it is one of the safest fuels in existence.

**9,432
Gas
Customers
Up to
1954**

**13,064
Gas
Customers
38.5 %
Increase
1955**



1952—Natural gas was supplied to the communities of Kindersley and Brock from the Brock field.

1953—A 101-mile pipeline was built to serve the City of Saskatoon, also serving Rosetown and Delisle en route. Gas was brought to the villages of Netherhill and Coleville.

1954—Coleville gathering system was constructed and a 30-mile long ten-inch pipeline was built from Coleville to Brock to tie the two gas fields together. Service was supplied to the villages of Zealandia, Harris, Tessier, Vanscoy, and the town of Sutherland.

1955—A 14-inch line was constructed from the Coleville gas field to Saskatoon via Biggar and a pipeline was extended from Saskatoon to serve the City of Prince Albert. The communities of D'Arcy, Fiske, McGee, and Laura were brought into the S.P.C. natural gas system.

1955—A gathering system was constructed at the Success gas field and a pipeline of approximately 20 miles in length was built from Success to Swift Current.

1956—Gas service is being provided to the cities of Swift Current, Moose Jaw and North Battleford. The communities of Biggar, Eston, Bruno, Humboldt, Cudworth and Wakaw are also being brought into the S.P.C. system this year.

A 120-mile pipeline is being constructed from the Success gas field to Moose Jaw to bring gas to that city.



"SERVICE AT COST"

is the declared policy of the government in the distribution of power and gas. Power rates have been reduced five times by the Corporation and all earnings are used for extension and improvement of service.

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